## HE UREGON STATESMAN, SALEM, OREGON



## Price or Quality?

A CERTAIN shoe manufacturer was compelled to make a larger margin of profit. In fact his very existence depended upon it. His estab lished price

There were two methods of procedure by which the problem could be solved; Cheaper counters, cheaper sole leather, cut-off vamps and numerous
other ways by which the quality could be materially reduced and make the shoe LOOK identically the same.
uality, employing however, pecesimaterials that were faultess

Would the consumer pay more for quality? He decided to take a chance. Building up to quality rather than down to price was future slogan

Miller's agree with the method adopted by this shoe manufactur Millions of dollars are lost annually through lack of knowledge on sumers part to judge "hidden quality"-Whether it is shoes with pape counters, rubber boots made of glucose or fabrics with shoddy content.
Tie up with a store that is not afraid to ask a few branded merchandise. You'll profit in the long rum

> Smoker's Teeth Bleeched White in 3 Minutes

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Tells How $\$ 18,000,000$ in Money From U. S. Was Spent in Russia




Railiroad
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## MILLINERY

Big showing of new spring millinery for the woman ho cares. Nice stylish hats. The very newest. You urged to buy. Loads of flowers and hat ornaments. Changeable silks, straw cloths and straw braids. Be sure and see this display. Best millinery department in ease.

Reasonable Prices

| New Voiles | New Ginghams |
| :---: | :---: |
| Pretty Voils,  <br> Good Quality New Ginghams, <br> New Patterns  |  |
| 39c, 49c and 59c | 19c 25c 29c 32c 58c |

New Jap Crepes-good grade, pretty colors Yd. 25c

New Curtain goods at a very low price
25 c
Nets, Good Qualit
yd. 42c Marquette a very fine grade

## ROSTEIN \& GREENBAUM <br> 240-248 NORTH COMMERCIAL ST.

